

Time &amp; Technology

**Gretta Louw*****Controlling\_Connectivity******New Artist Book Publication!***

**Gretta Louw: *Controlling\_Connectivity. Art, Psychology and the Internet* Berlin 2012**

59 pages, color photographs  
21 x 21 cm (closed), 21 x 42 cm (open)  
Softcover, 4-color images

Collectors Edition, signed by the artist  
Edition: 100 exemplars

20,00 Euro

In her project *Controlling\_Connectivity* Louw explores to what extent an extreme use of the Internet and our belief in the online connectivity can have psychological consequences. Her inquiry questions self-censorship and socially acceptable forms of behavior in the face of the constant pressure put in place by society's inexorable increasing need for connectivity.

For 10 days in November 2011 the artist was available 24 hr/day for discussions, emails, comments, or interviews – of both private and professional nature – for any Internet user wishing to take part in the project. All necessary supplies were stored within the gallery and the windows were blacked out to ensure that the environment was not normalized by natural light or the social rhythms outside, but defined purely by the internet connection to external participants. A number of planned online events (the artist's 30th birthday; live talks and performances with partners in New York, Japan, Denmark and Berlin; interviews with press, etc.) were scheduled at intervals throughout the performance.

This artist book publication is one of four different formats: online-performance, exhibition, website and artist book all connote not only diverse forms of visualizations, but also modes of reception.

Essays:

**Christian de Lutz:** *"Too Artful to be a Virtual Soul": Performance, Psychology and Social Media* (p. 27-31)

**Regine Rapp:** *"It Feels Like They're Talking Inside My Own Head": Formats and Image Strategies in Gretta Louw's *Controlling\_Connectivity** (p. 36-38)

**Emmy Doyle:** *Psychometric Testing Pre- and Post-Performance* (p. 46-47)

**DeeAnna Merz Nagel:** *Internet Addiction. Really?* (p. 48-49)

**Leon Tan:** *Reconfiguring Co-Presence: An Ontology of Networked Social Relations* (p. 51-53)

More information: <http://controllingconnectivity.tumblr.com/>

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